

eMarketer – General Overview – Video Transcript

This video will provide you with a quick introduction to the database, eMarketer. eMarketer is the go-to authority on everything related to digital marketing and it includes a lot of information related to social media and ecommerce. It also has content specific to Canada and produces reports, articles, statistics, and podcasts on topics such as advertising, marketing, social media, and retail in industries such as financial services, automotive, healthcare, travel, and more.

I'm going to switch my screen so I can take you in to the eMarketer database and show you how it works.

Here is the eMarketer homepage. It provides you with some information on the most recently published reports, what's popular on eMarketer, their latest forecasts, and episodes from their podcast. This also helps give you an idea of the content covered in eMarketer, we've got things like augmented reality in social media, information on the retail industry, and mobile payment user forecasts. But let's scroll back up and do a search for ecommerce.

Okay, so we've got 3,073 results but we can use the filters on the left-hand side to narrow those results down.

The number in brackets indicates the number of results for that particular filter. So let's click North America and narrow down to Canada which has 112 results related to ecommerce.

We can now see there are a variety of content types available in eMarketer, including reports, articles, performance metrics, and forecasts. You can expand the content type filter to see other options available including video and podcast.

Let's take a look at this top result, a report looking at Canada eCommerce 2020. At the top here it provides us with the name of the author and the date of publication which is information you'll need when creating a citation for a presentation or assignment. It's also telling us that there are similar reports for other countries, so this could be helpful if you wanted to compare Canada to another country.

On the right-hand side we've got the option to download the report as a PDF or to excel. We can also see the table of contents and we can click a chapter if it looks interesting to us.

That was a very quick introduction to eMarketer but please contact us at the library if you have any questions about using this database. We're more than happy to help.